

ATTACHMENT #9

RECRUITMENT

INITIATIVES

(12/01/06 -12/01/07)

2007 Equal Employment Opportunity  
Public Inspection File Report  
LIST OF INITIATIVES

5. Provide a list and brief description of initiatives undertaken to satisfy the requirement to complete four "menu options" within a two-year period.
- (v) Establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment.

Georgia Public Broadcasting's internship program continues to grow and expand. The organization is working to establish guidelines and criteria for new types of internship programs and partnerships that will assist members of the community in acquiring skills needed for working in the broadcast industry. The program has been expanded to include a three-year Studentship Intern Grant Program sponsored by Corporation for Public Broadcasting (the Emma Bowen Foundation Student Internship Program.) GPB also continues to target communities outside the metropolitan Atlanta area such as Savannah, Augusta, Macon and Rome in order to provide additional opportunities to students in these communities. Organization needs are continually reviewed and procedures updated in an effort to allow expansion of the program into additional operational areas.

GPB's internship programs benefit undergraduate and graduate students, as well as high school students seeking experience and hoping to explore career opportunities or acquire college credit. Internship opportunities include Radio, Multi-Media Web Development, Public Relations, Member and Audience Services and Television Production. The program also includes internship opportunities specifically designed to assist in the production of the **LAWMAKERS** series, GPB's nightly series covering the daily activities of the Georgia General Assembly. Other internship opportunities include the Apprentice, Volunteer and International Student programs. Georgia Public Broadcasting also continues to participate in the Governor's Internship Program, which focuses on providing opportunities to students in the Public Relations and Member and Audience Services areas.

Radio Internships: GPB recruits two to three students per semester for this program. Students are selected and trained in broadcast journalism and as music show hosts. The program provides an opportunity for broadcast, journalism and music students to participate in radio production. The radio internship is divided into three areas: music production, news production, and news reporting. Interns must be available to work approximately 20 hours per week. These internship opportunities are usually eligible for class credit or student evaluation when coordinated with the interns' colleges or universities. The Radio Internship Program has recently been expanded to create an intern position to support Georgia Public Broadcasting's coverage of the Georgia General Assembly.

Multi-Media Web Development Internships: GPB recruits up to six students per semester for this program. After analyzing the 2005 program which emphasized Media, Flash, Dream Weaver and other multi-media technology, an apprentice/intern program was developed. This type of technology provides students with a wide range of experience. The Multi-Media Apprentice/Intern program has provided students with more flexibility and time to work and learn the skills needed for employment. Standard internships are time-limited agreements that last 12-15 weeks, depending on school or university requirements. The flexibility of the Apprentice/Intern program allows apprentices to complete projects from beginning to end and provides support to the GPB web team in all operational areas. Also, the work performed continues to support initiatives in the television production and education areas of the organization.

**Television Production Internships:** GPB recruits two to three interns per semester for this program. This program offers a compensated internship for junior and senior level college students pursuing degrees with an emphasis or interest in television production. The internships provide experience in the many tasks required to produce studio and documentary programs for public television audiences. This includes research, field and studio production and editing. Interns must be available to work approximately 20 hours per week. These internship opportunities usually qualify for class credit or student evaluation if coordinated with the interns' colleges or universities.

**LAWMAKERS Internships:** GPB recruits seven interns to cover the activities of the Georgia General Assembly legislative session. This program offers compensated internships for college or graduate students interested in broadcasting, journalism, political science or video production. These internships provide opportunities to research, write, produce and edit stories, as well as gain experience on technical equipment used in production of the series (i.e., Panasonic News Byte editing system, robotic cameras, Chyron character generator and teleprompter). There are approximately 50 work days for LAWMAKERS interns. Recruitment is currently under way for the upcoming 2008 session.

**Emma Bowen Foundation Student Internship Program:** GPB has recruited two interns to participate in a three-year work study studentship grant program sponsored by the Corporation of Public Broadcasting. The Emma Bowen Foundation program is a year-round internship where students develop extensive and diverse knowledge while working in a variety of production areas within the organization. This program began in 2007 and runs through 2009.

**Apprentice, Volunteer and International Student Programs:** This program continues to create meaningful experiences and training opportunities for college, university and technical college students.

- The Apprentice Program uses public and private sector students throughout the state to capture video footage for use on GPB Television, the GPB Education television network, the GPB website and for GPB partner organizations. Students are selected from journalism, film, communications and broadcast programs in colleges, universities and technical colleges around the state.
- The Volunteer Program gives students an opportunity to shadow and work with producers, scheduling managers, and studio production/technical teams. These students also participate in the planning and preparation of all facets of a GPB fundraising (pledge) television production. For each pledge cycle, six to eight students are used. Student participation is tied to a classroom curriculum and participants receive class credit.
- The International Student Program creates partnerships with other public broadcasting and non-profit organizations and offers shadowing or work study experience for students traveling abroad interested in the broadcast industry. GPB is currently examining opportunities to sponsor students for this program.

(viii) Establishment of training programs designed to enable station personnel to acquire skills that could qualify them for a higher-level position.

Through the Human Resources Office, Georgia Public Broadcasting develops, coordinates and provides ongoing in-house training as well as training that is outsourced to public and private vendors, to assist employees in attaining additional skills to perform job responsibilities and attain higher-level responsibilities or positions. Some areas of training include:

- Microsoft Suite (Word, Excel, Power Point and Access);
- Visio Professional 2003 software training administered to division administrative assistants to train staff to create organizational charts;
- File Management Training for clerical personnel responsible for archiving and maintaining confidential documents;
- Annual Briefing for Administrative Professionals for clerical assistants and supervisors that provides professional development opportunities for networking, enhancing teamwork and sharing information among colleagues;
- Management Training Courses for upper level management and new supervisors that consists of a two-day class that demonstrates then assesses necessary communication skills required to build rapport, provide feedback and work well with coworkers, supervisors, customers and vendors;
- Fundamentals of the Georgia Performance Management Process for Supervisors and Upper Level Management to train supervisory staff to evaluate employees fairly and to document the process;
- Digital Training for specialized staff responsible for the Business Continuity Planning of the organization in conjunction with the state's required Emergency Disaster Plan;
- CPR and Automated External Defibrillators (AED) Training sponsored by the American Heart Association and American Red Cross to train and certify staff that work off-site and outdoors such as production crews;
- Work Away Training where employees are selected as coordinators to track and coordinate telework and alternate work site agreements for employees that work condensed work weeks;
- FLSA Training for personnel workers to keep abreast of laws and standards for employees and work schedule requirements;
- Graphic Design and Editing training in the areas of broadcast engineering and production. This includes training in Adobe PhotoShop and Illustrator, digital training classes for staff involved in education, web team, maintenance and satellite engineering, Avid Editing, trouble shooting, and Avid Media Composer;
- Personnel Human Resources Conference and Training for personnel staff to keep abreast of changes within the human resources area;
- Employees' Retirement and Teachers' Retirement System training for personnel to help staff keep abreast of retirement application procedures and leave certification requirements;
- HCM Upgrade Delta Training for personnel staff to learn new databases and software;
- Georgia Leadership Institute of the State Personnel Administration, Training Division for training in pre-supervisory, supervisory, and middle manager levels;
- Georgia Leadership Institute of the State Personnel Administration, Training Division for self-development training courses to enhance the development of supervisors and teach and motivate staff to be more productive both at work and in their family lives;
- Risk Management Workshop for HR and Procurement staff that focus on worker's compensation, liability and property matter;
- Grammar Basics Training for staff required to do considerable writing for reports and/or presentations;
- PM Tool's software training for new supervisors and managers to learn navigation of the performance evaluation software;
- Human Resources Training course provided to personnel staff to review policies, procedures and develop strategies to provide better service and provide information to employees;

- Secure Perfect, Wave Reader Security Systems software training on a system that designs, manages and implements the use of a security database which issues badges and tracks and monitors of access rights and privileges within the organization;
  - Executive Level Leadership Training Program (Georgia Leadership Institute) for executive level directors;
  - Team Building Training provided by Cameron & Associates, GPB's Employee Assistance provider for staff development;
  - Manufacturers' Electronic Equipment Training for engineering staff provided by Motorola; and
  - RAF Safety Training for the transmitter engineering staff.
- (x) Participation in at least four events or programs sponsored by educational institutions relating to career opportunities in broadcasting.

Each year Georgia Public Broadcasting participates in at least four job fair/career day events sponsored by educational institutions designed to promote and encourage career opportunities in broadcasting. Some of these events for the 2007 calendar year included:

- UGA Spring Career Fair, January 31
- Clark Atlanta University Career Fair, February 21
- UGA Journalism and Mass Communications Fair, February 28
- Latin American Association - Spring Entry Level Job Fair, March 3
- Oglethorpe University Career, March 6
- Clayton State University Career Expo, March 15
- Savannah College of Art and Design Career Fair, March 29
- Georgia State University Career Fair, April 2
- GACE College to Career Fair, April 10
- West Georgia College Job Fair, April 5
- Kennesaw University Career and Internship Fair, April 24
- Augusta State University Job Fair, June 28
- Clark Atlanta University Career Day, September 25
- Job Fox Recruitment Luncheon, November 6

These events motivate and inform students and the surrounding community about GPB and the career opportunities available in the areas of media, journalism, and communications.

- (xiv) Provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination.

Georgia Public Broadcasting participates in EEO Compliance Training where management level personnel learn new EEO rules and regulations and record keeping procedures to ensure equal employment opportunity and the prevention of discrimination. The Human Resources Office also provides and sponsors annual training sessions for supervisory and management level staff to build supervisory skills to ensure equal treatment of employees. During the Performance Management Evaluation period, supervisors are trained to fairly evaluate employees. The Human Resources Office also provides one-on-one training during the employment evaluation period to ensure supervisors have the tools needed to evaluate employees.